

DUKE OF YORK'S THEATRE

Sole Proprietors:
Mr. & Mrs. FRANK WYATT
(Miss VIOLET MELNOTTE)

Licensed by the Lord Chamberlain to Miss VIOLET MELNOTTE

BASIL DEAN

IN ASSOCIATION WITH

VIOLET MELNOTTE

PRESENTS

Easy Virtue

BY

NOEL COWARD



On
Tuesday,
May 18th,
and
thereafter.

By arrangement with the Theatre Guild, New York.

THEY KNEW WHAT THEY WANTED

A Comedy by SIDNEY HOWARD

Company includes:

TALLULAH BANKHEAD SAM LIVESEY
WILFRED E. SHINE GLENN ANDERS

The Play Produced by BASIL DEAN

At the
ST.
MARTIN'S
THEATRE

PURE SILK CRÊPE - DE - CHINE HAND - MADE LINGERIE

WE have a world-wide reputation for the exclusiveness of style, daintiness of character and finish of our Underwear. The most reliable qualities in Silk, Linen and Cotton Lingerie fabrics are used, and the cut and workmanship are perfect.

RICH SILK GEORGETTE HAND-MADE NIGHTDRESS, sleeveless design trimmed with points of cream lace and finished on shoulder with rosette of satin ribbon. In ivory, lemon, coral, beige, cyclamen, mauve, pink, and apricot.

PRICE

59/6

Chemise to match - 49/6

Knickers to match - 49/6

In good quality washing crêpe-de-chine. In apple green, cyclamen, mauve, coral, ivory, pink, and hyacinth blue.

Nightdress - 49/6

Knickers to match - 39/6

Chemise to match - 39/6

Lace Bonnet for shingled hair, trimmed bébé ribbon to match all shades of lingerie - 25/9

Sent on Approval.

Debenham & Freebody

(DEBENHAMS LIMITED)

Wigmore Street.

(Cavendish Square), London. W.1





*Camera Study
by E. C. Koppé*

*For
Exclusive
Hairdressing*

EMILE
OF
CONDUITS?

FOR APPOINTMENTS 'PHONE MAYFAIR 6263 (3lines)

(40 Private Salons)

or write for Illustrated Brochure 24/25, Conduit St. W.I.

BECOMING TEA GOWN

FOR

Matron's Wear

"MONICA"

Useful Tea Gown for the matron, in rich Lyons Chiffon Velvet, cut on ample lines to slip on as a coat, and possessing long Georgette sleeves to tone. Bodice lined silk.

In a good range of colours and black.

SPECIAL PRICE

£5 . 19 . 6

Sent on Approval.

**MARSHALL &
SNELGROVE**

VERE STREET AND OXFORD STREET
LONDON W.1





Ciro Pearls

are distinguished by all the delicate, elusive qualities that have always made Nature's pearls the ideal adornment of Beauty. Their realistic charm and a subtle glamour give added grace to all who wear them.

Everyone is invited to inspect the wonderful collection of these perfect replicas of Oriental pearls at any of our showrooms, or to send for illustrated Booklet.

Ciro Pearls Ltd

178 REGENT ST., W.	48 OLD BOND ST., W.	120 CHEAPSIDE, E.C.
MANCHESTER, 14 St. Ann's Sq.	LIVERPOOL, 25 Church St.	BIRMINGHAM, 21 New St.
EDINBURGH, Jenners.	DUBLIN, Switzers.	NEWCASTLE-ON-TYNE, J. Coxon & Co., Ltd.
		GLASGOW, 97 Buchanan St.
		BRISTOL, J. F. Taylor & Son, Ltd.

Photo of Miss Eve Grey



wearing her *Ciro Pearls*.

New Criterion Restaurant

V. RENA

IN THE NEW BALLROOM

Dancing Every Evening till 2 a.m. (Saturday: 12 midnight)

CONTINUOUS MUSIC.

CRITERION DANCE BAND

DINNER and DANCE (from 8—2) - - - 12/6

SUPPER and DANCE (from 10.30—2) - - - 10/6

THÉ DANSANTS every Afternoon (4 till 6) - 4/-

Saturdays - - - 5/-

SUNDAY DINNER DANCE 7 till 11 p.m. - 7/6

TABLES SHOULD BE RESERVED.

Phone : Regent 4606

Hats ^{for} the Holidays



Hand
Painted
Hats and
Parasols
to match.

Painted in
Rain-Proof
Colours
at

ELSIEMARIE
NASH

91 Regent St.
(1st Floor)
W.1.

Gerrard 2113.

THE COUNTESS DE ARMIL
in one of the ELSIEMARIE hand-painted
Hats.

For Theatre Tickets -
go to

**KEITH
PROWSE**

As soon as a production is announced, KEITH PROWSE reserve *whole blocks* of seats in the *best* positions in *all bookable* parts for *all* performances. These seats :: cannot be obtained elsewhere ::

YOU want Best Seats
WE have them

If we, write, 'phone or call:
159 New Bond Street, W.1
(Regent 6000)

48 Cheapside, E.C.2 (City 0481)
100 BRANCHES AND AGENCIES
EQUAL FACILITIES EVERYWHERE

For address of nearest branch see -
'phone directory, p.607

EVERY EVENING AT 8.40

MATINEES: TUESDAY AND THURSDAY AT 2.30

BASIL DEAN

in association with

VIOLET MELNOTTE

PRESENTS

EASY VIRTUE

A New Play

By NOEL COWARD

Characters in order of their appearance :

Mrs. Whittaker	...	by	Miss MABEL TERRY-LEWIS
Marion	Miss MANDA VANNE
Colonel Whittaker	Mr. MARCUS BARRON
Hilda	Miss JOAN CLEMENT-SCOTT
Furber	Mr. CLAUD GRAHAM
John	Mr. JAMES RAGLAN
Larita	Miss JANE COWL
Sarah Hurst	Miss JOYCE CAREY
Charles Burleigh	Mr. VERNON KELSO
Philip Bordon	Mr. DEERING WELLS
Mr. Harris	Mr. PHILIP WADE
Nina Vansittart	Miss ADRIANNE ALLEN
Hon. Hugh Petworth	Mr. PETER MACFARLANE
Bobby Coleman	Mr. HUMPHREY MORTON
Lucy Coleman	Miss DIANA BEAUMONT
Rev. Henry Furley	Mr. JAMES VINCENT
Mrs. Hurst	Miss GERTRUDE STERROLL
Mrs. Phillips	Miss EDITH BARKER-BENNET
Mary Banfield	Miss ANNE HYTON

Additional Guests at the Party: GRISELDA HERVEY, PRUDENCE RUSSELL, DIANA BEAUMONT, ADRIANNE ALLEN, DENE MOREL, HUMPHREY MORTON, LAURIER LISTER.

*"They keep the complexion young
and beautiful" says*
MISS DOROTHY TETLEY
(A personal interview)

"MY first care is to get a cream that cleanses—a cream that does not merely cover up defects, but *removes* them by going deep down into the pores and bringing out all the impurities which collect there during the day. Defects such as lines and wrinkles, black-heads, coarseness of texture, are pitiful because they are so unnecessary. They can be avoided, I believe, by a good thorough cleansing once a day."

Details.

I asked Miss Tetley if she would be good enough to explain her method in more detail.

"At night I wash my face gently in hot water. Then I massage Pond's Cold Cream softly into my skin. After a few moments I wipe it off with a clean towel, leaving just a very thin film to stay on through the night. I find that this has a softening effect and prevents lines and wrinkles—and it is very soothing after an exhausting day. If ladies who are not satisfied with their complexions would make this a nightly habit, I am sure there would be an improvement."

**Protection from the
wind and dust.**

I remarked on the growing desire amongst us women for simplicity in beauty treatment. "Nothing could be simpler than this—it only takes a few moments. Of course," Miss Tetley continued "no skin will keep its beauty without something to protect its sensitive surface from the wind and dust during the day time. For this I use Pond's Vanishing Cream. It is a delicate, greaseless cream with a distinctive refreshing fragrance."



Every day
the skin is
changing.

Your outer skin is continually changing. Underneath the surface a new skin is forming to take its place. If this skin is to be as soft and fair as the skin it replaces, it must be nourished and cleansed. Pond's Cold Cream goes right down to the tissues of this new skin, its pure, delicate oils nourish and cleanse, bringing all the impurities to the surface. You can prove it for yourself by first washing with soap and warm water, and then using Pond's Cold Cream. The amount of extra dirt the cream

will bring out will surprise you.

Daytime protection.

Although a thorough cleansing is essential, it makes the skin more softly delicate and therefore more susceptible to damage from exposure. During the daytime use Pond's Vanishing Cream; it vanishes instantly, showing no trace of use, and prevents all complexion blemishes. Delightfully scented with the odour of Jacqueminot Roses, it is very refreshing to use.

Special sample offer.

The proprietors will send, for 2d. in stamps to cover postage and packing, A TRIAL TUBE of BOTH CREAMS. All chemists and stores sell Pond's Cold Cream and Pond's Vanishing Cream, in handsome opal jars, 1/3 and 2/6, and in tubes, 7½d. (for handbag), and 1/-. Pond's Cold Cream also in extra large jars, 5/-, and in extra large tubes, 2/6.

**POND'S EXTRACT CO. (Dept. 343)
103 ST. JOHN ST., LONDON, E.C. 1**

*The Action of the Play takes place in the Hall of
Colonel Whittaker's Country House in England.*

ACT I. A Spring Morning. Before Lunch

ACT II. ... A Summer Afternoon. Three Months Later

ACT III. Evening of the Same Day

The Play produced by BASIL DEAN

The scenery designed by GEORGE W. HARRIS.

Miss JANE COWL'S Dresses
specially designed and executed by
MOLYNEUX ET CIE., PARIS.

Scenery built by LOVEDAY & HIGSON and painted by ALICK JOHNSTONE

Miss Joyce Carey's Dress in Act III. by MARLISE, 75 New Bond Street.

Other Ladies' Dresses by FLORENCE HENRY Ltd., 41 New Bond St., W.1.
and MARCUS, 49 Old Bond St., W.1.

Shoes by A. L. GAMBA.

Furnishings and Electric fittings by the REANDEAN WORKSHOPS.

The Producer gratefully acknowledges the assistance of Mr. EDWARD
KNOBLOCK in selecting the ladies' dresses.

Musical Director ...	For BASIL DEAN	{	KENDAL GRIMSTON
Stage Director JAMES VINCENT
Business Manager GUY CHARLES

Representative ...	For Miss VIOLET MELNOTTE	{	FRANK WYATT, Jr.
Manager ...			CHARLTON MANN

Box Office (W. HONEY) open 10 to 10.

Telephone: Gerrard 0313 & 0314

Extracts from the Rules made by the Lord Chamberlain.—1.—The name of the actual and responsible Manager of the Theatre must be printed on every play-bill. 2.—The public can leave the Theatre at the end of the performance by all exit and entrance doors, which must open outwards. 3.—Where there is a fire-proof screen to the proscenium opening, it must be lowered at least once during every performance to ensure its being in proper working order. 4.—Smoking is not permitted in the auditorium. 5.—All gangways, passages and staircases must be kept free from chairs or any other obstructions, whether permanent or temporary.

A Bell will ring in the Lounge Two Minutes before the Curtain rises

NO SMOKING IN THE AUDITORIUM.

RAYNE'S SHOES

AS SUPPLIED TO ALL THE LEADING ARTISTES
INCLUDING MESDAMES



Yvonne Arnaud
Adele Astaire
Betty Balfour
Margaret Bannerman
Norah Blaney
Irene Browne
Constance Collier
Betty Compson
Gladys Cooper
Mimi Crawford
Lilian Davies
Alice Delysia
Dolly Sisters
Anita Elson
Maisie Gay
Mary Glynn
Elsie Janis
June
Evelyn Laye
Beatrice Lillie
Mae Marsh
Pavlova
Heather Thatcher
Ivy Tresmand
Mai Bacon
Talullah Bankhead
Edna Best
Lilian Braithwaite
Betty Chester
José Collins
Fay Compton
Cicely Courtneidge
Annie Croft
Cicely Debenham
Dorothy Dickson
Isobel Elsom
Edith Evans
Teddy Gerrard
Binnie Hale
Ellis Jeffries
Gertrude Lawrence
Ethel Levey
Olga Lindo
Phyllis Monkman
Ella Retford
Sybil Thorndike

The "FESTON."
In beige kid, also in
patent with beige
kid scalloped design
round edge.

RAYNE'S

NEW WALKING MODELS FOR PRESENT WEAR
obtainable at

58 NEW BOND STREET, W.1, AND 15 RUPERT STREET, W.1.

(One minute from Piccadilly Circus.)

FOR LANGUAGES BERLITZ

after nearly 50 years' teaching all over
the world remains unsurpassed.

*The teaching of Modern Languages in the BERLITZ SCHOOLS
is superior to any other:—*

1. **Because** the conception of the Method is progressive and logical.
2. **Because** each teacher teaches only his mother tongue, and before being allowed to teach is obliged to complete a special instructional course in the **Berlitz Method**.
3. **Because** the teaching, which is oral and is given in the form of conversation, inculcates the grammatical rules, instinctively as it were, and without any effort on the part of the pupil, instead of imposing upon him a course of dry and discouraging study.

Ask for Booklet "Y"

BERLITZ SCHOOLS Ltd.	{	321 Oxford St., W.1.	'Phone:	
		3 Harrington Rd., Sth. Kens.		Mayfair 3466.
		2 Queen's Rd., Bayswater.		Grosvenor 2819

The MIDNIGHT FOLLIE

*"The comparison of this show with the average supper-time
entertainment that occurred to me was that between a soufflé
and treacle pudding!"—The Stroller "EVENING NEWS."*

JEANNE AUBERT

Madge Elliott

Vera Bryer

Quentin Tod

CYRIL RITCHARD

&

ELSA MACFARLANE

JAY WHIDDEN

and
his

MIDNIGHT FOLLIES BAND

GEORGE GERSHWIN'S
"Rhapsody in Blue"
As a Ballet

DANCING, SUPPER & FOLLIES - - 21/-

Managing Director, FRANCIS TOWLE

GERRARD 8121

AT
THE HOTEL METROPOLE

In the Heart of THEATRELAND no one can beat

The Florence Restaurant

RUPERT STREET, PICCADILLY

Noted for its cuisine and quick service.

Newly Decorated and most popular Restaurant in London.

Lunch 3/-

Dinner 4/-

Supper 3/6

SPACIOUS ROOMS WITH DANCING FLOOR FOR
BANQUETS, WEDDINGS, RECEPTIONS, Etc.

'Phone Mr. Manti, Gerrard 1778 or 1779 and reserve your tables.

"For a First-Class Dinner or Lunch, go to the 'Florence.' It is a bright, cheerful Restaurant, excellently managed."—*Leonard Flemming in "Getting about London."*

NOW OPEN

Simla Court Hotel

DAWSON PLACE, W.2

Telephone: PARK 2478

A really up-to-date supremely comfortable hotel with superlative catering at a moderate tariff. Hot and cold water, gas fires in bedrooms. Central heating. Three minutes from Notting - Hill - Gate Station. Resident Proprietor.

The STAFFORD KENNELS

Proprietor: JAMES AGER

For Sale:

Sporting
Dogs
Fox
Terriers
Sealyhams
Scotch
Terriers
Pekinese a
Speciality



5 Stafford St., Old Bond St., W. 4191 Regent

SAMOVAR

94 ST. MARTIN'S LANE

(Adjacent to this Theatre)

Lunches 2/3. Teas, Dinners 3/- & 4/-

FRENCH PASTRIES
HOME-MADE CAKES

Tel: Gerrard 4090.



USEFUL PRINCESS PETTICOAT

Princess Petticoat in pure silk crêpe-de-chine, long waisted bodice with slight godet at side, trimmed with hemstitching and fold at top in lace.

Price - **29/6**

Outsize **32/6**

Boudoir Cap - **12/6**

Sent on Approval.

**MARSHALL &
SNELGROVE**

DEIENHAMS LIMITED
VERE STREET AND OXFORD STREET
LONDON W1

**'Whisky and
Baby Polly'
at the Bar**

Apollinaris

**Natural
Mineral
Water**

**Obtainable during
the Interval**

The Bars of this Theatre are under the sole control of the Management, and customers may be assured that all Spirits and Wines, etc., are proprietary only. This Notice is a rejoinder to an article appearing recently in a leading London Daily, "that the majority of West End Theatres rent their Bars to caterers who charge fancy prices for an inferior article."

As supplied to Her Majesty the Queen

Chocolates

Gold Medal 1896

Fondants

*Silver Medal
1899*

**Suppliers
to this
Theatre**

Warren & Co.
Regent Street, Ltd.
LONDON

**PANTON
HOUSE,**

**25 Haymarket, S.W.1
GERRARD**

**WIMBLEDON
PALAIS DE DANSE**

The Largest Spring Dancing Floor
in the World.

**DANCING
EVERY EVENING, 7—11.30**

Admission 2/6

**FRIDAYS (Evening Dress only)
3/6**

.....

**AFTERNOON SESSIONS:
Every Wednesday and Saturday,
2.30—5.30**

Admission 1/6 (including Tea).

**CLAYTONS
TABLE WATERS**

On Sale at all Bars.

*Factories.—KINGSTON-ON-THAMES,
and PIMLICO, S.W.*

**Pilsner Urquell
AND
Spaten Beer
HERE OBTAINABLE.**

ON SALE AT THE BARS.

REID'S

SPECIAL

STOUT

The Best Quality Stout Brewed

Cadbury

means Quality

See the name "Cadbury" on every piece of chocolate.

ASK THE
ATTENDANTS
FOR

Fuller's
LTD

Chocolates

TO THE NEW POOR.

Why be outshone by the NEW RICH?

Visit JOCONDE,

The Gentlewomen's Dress Agency

12 BEAUCHAMP PLACE,
BROMPTON ROAD, S.W.

*Lovely Paris Models at quarter
original cost.*

THE TEA and COFFEE

used in this Theatre is supplied
by the Old-Established Firm of

JAMES LYLE & Co.

LTD.

23a SAVILE ROW and
1-2-3-3a BOYLE STREET, W.1.

Corner of New Burlington Street

Formerly 15 Old Bond Street, W.1.

Ask for a
Whisky &
Schweppes



Schweppes

SODA
WATER.
GINGER ALE.
TONIC WATER.
DEVONSHIRE
CYDER. ETC.

Rich Brocaded Velvet

Tea Frocks

AT POPULAR PRICES

We have now in stock a large and interesting variety of Rich Chiffon Velvet and Brocaded Velvet Tea Frocks of distinctive cut and finish, made by our own workers on simple and attractive lines, and designed especially for Holiday and Early Autumn wear.

ATTRACTIVE TEA FROCK in rich quality Broche Velvet, in artistic designs and a variety of self colourings, cut on simple lines with shaped skirt, edged good quality fur, finished belt of own material.

PRICE

6 $\frac{1}{2}$ Gns.

In multi-coloured Broche Velvet,
£8 19s. 6d.

Sent on Approval.



Debenham & Freebody

(DEBENHAMS LIMITED)
Wigmore Street.
(Cavendish Square) London.W.1

